

Argument

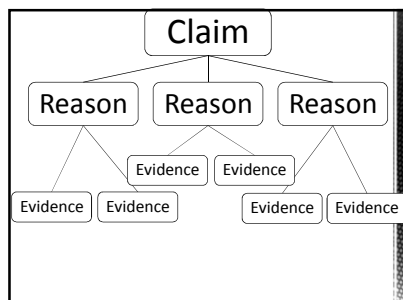
Expresses a position on an issue and supports the position with reasons and evidence

- The writer's or speaker's position on an issue.

Claim

- The reasons and evidence that support the claim.

Support



Persuasion
The art of swaying people's feelings, opinions and actions.

- Bandwagon Appeal
- "Plain Folks" Appeal
- Testimonial
- Transfer
- Appeals to Pity, Fear, or Vanity
- Ethical Appeal
- Loaded Language

Persuasive Techniques

- Taps into people's desires to belong.

Bandwagon Appeal

- Implies that ordinary people are on "our side" or that a candidate is like an ordinary person.

"Plain Folks" Appeal

- Relies on endorsements from well-known people or satisfied customers.

Testimonial

- Connects a product, a candidate, or a cause with a positive image or idea.

Transfer

- Use words that evoke strong feelings, rather than facts and evidence, to persuade.

Appeals to
Pity, Fear,
or Vanity

- Taps into people's values or moral standards

Ethical Appeal

- Uses words with strongly positive or negative connotations to stir people's emotions.

Loaded Language

Rhetorical Devices

Ways of writing or speaking to emphasize the main ideas.

- Uses the same word or words more than once for emphasis.

Repetition

Example:

"Boy, ain't it a trip where heroes come from?"

Eric Calhoun

Chapter 19

Staying Fat for Sarah Byrnes

- Uses similar grammatical constructions to express ideas that are related or equal in importance. Often creates a rhythm.

Parallelism

- Makes a comparison between two subjects that are alike in some ways.

Analogy

Example:

"I made it my life's resolution to refuse any invitation that excluded Sarah Byrnes. Even though she rarely agreed to go anywhere with me, when I brought her name up, if one nose crinkled, I uninvited myself on the spot. That's how I stay fat for her now."

Eric Calhoun

Chapter 6

Staying Fat for Sarah Byrnes